

Veronica's Artificial Intelligence (AI) Business Communication Strategy Analysis as My Telkomsel Customer Service Case Study of Telkomsel Customers in Bengkulu

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Abstract

Communication evolves alongside technological advancements, shaping how individuals and businesses interact. One of the most widely adopted innovations in recent years is Artificial Intelligence (AI), which has transformed various sectors, including customer service. This study examines the implementation of Veronika, an AI-powered virtual assistant in the MyTelkomsel application, as part of Telkomsel's business communication strategy. The findings indicate that Veronika has significantly improved customer service efficiency, increasing response speed by up to 40% and reducing operational burdens on call centers. By integrating AI into digital platforms such as WhatsApp and MyTelkomsel, Telkomsel has enhanced accessibility and service flexibility for its customers. Additionally, Veronika's adaptation of global AI technology to the local Indonesian context has created a more relevant and user-friendly experience, supporting changes in customer behavior as explained by Technological Determinism Theory. However, despite these advantages, challenges remain, particularly in service personalization and AI's ability to understand complex queries, which affect user satisfaction. These limitations highlight the need for continuous technological improvements, particularly in Natural Language Processing (NLP) and customer interaction models. This research contributes to the ongoing discussion on AI-driven customer service, offering insights into its strategic benefits and limitations. By addressing existing challenges, companies can further refine AI applications to enhance digital engagement and customer loyalty. Future studies should focus on optimizing AI-human interaction to ensure a seamless, personalized customer service experience.

Keywords: Communication; Artificial Intelligence (AI); Technology

Introduction

Communication has continuously evolved alongside technological advancements, shaping how individuals and organizations interact. The progress of communication technology not only facilitates the transmission and reception of information but also serves as a key driver in society's adaptation to global changes. This transformation has led to the emergence of new, more efficient interaction patterns in various contexts, including the business sector (Mulyadi et al., 2023). In today's digital era, the integration of Artificial Intelligence (AI) in communication strategies has become a crucial factor in enhancing business operations.

Companies increasingly rely on AI-powered tools to streamline communication, improve customer service, and strengthen engagement with stakeholders. The urgency of this research lies in addressing the growing demand for AI-driven business communication strategies, particularly in the telecommunications sector. While previous studies have explored AI implementation across various industries, significant gaps remain in understanding its practical application in customer service and business communication strategies. For instance, Ririh et al., (2020) discuss AI adoption in

different sectors in Indonesia but do not specifically address how AI is integrated into corporate communication. Similarly, Ardiansyah et al., (2021) focus on AI design in business process management, but their research primarily emphasizes technical aspects rather than strategic implementation. Likewise, Saidah (2021) examines AI-driven business models but lacks an in-depth analysis of AI's role in enhancing customer communication.

This research aims to bridge this gap by offering a more focused investigation into the strategic application of AI in business communication, particularly in the context of Telkomsel's digital assistant, Veronika. As one of Indonesia's leading telecommunications providers, Telkomsel has continuously adapted to digital transformation by incorporating AI into its customer service strategy. Veronika, an AI-powered virtual assistant integrated into the MyTelkomsel application, represents Telkomsel's commitment to enhancing service efficiency and accessibility. AI-driven solutions like Veronika are part of a broader global trend where businesses utilize AI to improve customer engagement, reduce operational costs, and enhance response times.

In the telecommunications sector, AI is widely implemented to handle routine inquiries, provide personalized recommendations, and streamline service processes. Veronika aligns with this trend by automating customer interactions, minimizing the dependency on human customer service representatives, and ensuring 24/7 service availability. However, as AI becomes increasingly central to business communication, companies must continuously refine their strategies to address customer expectations and technological challenges. This study specifically examines the effectiveness of Veronika, an AI-powered virtual assistant embedded within Telkomsel's MyTelkomsel application, in enhancing customer service experiences.

Veronika's core functions include providing real-time assistance, handling customer inquiries, facilitating transactions such as credit and data package purchases, and resolving basic issues without human intervention. By leveraging Natural Language Processing (NLP) technology, Veronika is designed to enhance interaction efficiency and improve customer satisfaction. However, while Veronika offers notable advantages, its implementation also presents certain limitations, particularly in understanding complex customer queries and ensuring personalized service experiences. This study specifically focuses on Telkomsel's customers in Bengkulu, a region where digital service adoption faces unique challenges.

While AI-based customer service solutions offer convenience, many users in Bengkulu encounter barriers such as digital literacy gaps, inconsistent network infrastructure, and limited awareness of AI-driven services. These factors can affect the effectiveness of AI adoption and highlight the need for further research on AI accessibility and customer engagement strategies. Given these challenges, this research aims to examine how Veronika enhances customer service efficiency in Bengkulu, assess user satisfaction levels, and identify areas for improvement. This study contributes to a deeper understanding of AI's role in business communication and its potential for broader implementation in emerging markets.

The scope of this research encompasses several key aspects, (1) the effectiveness of Veronika in improving customer service efficiency, (2) customer satisfaction with AI-based interactions compared to traditional human service agents and (3) technological challenges and limitations associated with AI-driven communication. The study focuses on Telkomsel's customers in Bengkulu, providing a localized perspective on AI adoption in customer service. By assessing Veronika's role in this context, this research aims to contribute to a broader understanding of AI's impact on business communication strategies within the telecommunications industry.

To guide the analysis, this research adopts relevant theoretical frameworks that explain AI's role in customer interactions and business communication. The Customer Service Theory Kasmir (2014) emphasizes that customer service should be designed to enhance user satisfaction through efficient problem-solving mechanisms. Veronika aligns with this principle by automating responses and providing quick solutions to customer concerns. However, this study also incorporates Social Presence Theory, which suggests that communication media differ in their ability to create a sense of human presence. AI-based services like Veronika often struggle to replicate the relational quality of human interactions, affecting customer perception and satisfaction.

Additionally, Service Interaction Theory highlights the role of communication in shaping service experiences, suggesting that AI-driven interactions must be continuously refined to meet user expectations. These theoretical models provide a structured approach to evaluating Veronika's effectiveness, limitations, and potential for improvement. This study employs a secondary data analysis method, utilizing customer reviews and ratings from platforms such as Google Play Store and Apple App Store. These data sources offer valuable insights into user perceptions, highlighting the strengths and weaknesses of AI-based customer service.

This approach aligns with previous research, such as Duha et al., (2022) which used digital consumer behavior data to assess AI adoption trends. By integrating literature reviews, qualitative data analysis, and theoretical models, this research aims to provide a comprehensive examination of AI's role in business communication. The findings of this study are expected to make a meaningful contribution to the field of AI-based business communication. While existing literature focuses on AI's technical development and general applications, this research adds value by specifically analyzing its impact on customer service strategies. Understanding how AI transforms business communication will provide practical insights for companies looking to enhance their digital engagement strategies.

Furthermore, the study's focus on Telkomsel's Veronika offers a case study of AI-driven service innovation within Indonesia's telecommunications industry, potentially serving as a reference for other companies seeking to integrate AI into their customer service frameworks. In conclusion, this research seeks to fill the gap in existing literature by offering a detailed analysis of Veronika's role in Telkomsel's business communication strategy. By evaluating its effectiveness, customer satisfaction levels, and technological challenges, this study aims to provide practical recommendations for improving AI-driven customer service. As AI continues to reshape business interactions, understanding its implications for customer communication will be essential for organizations striving to maintain competitive advantage in the digital era.

Method

This research uses a qualitative approach which aims to analyze and explain the condition of the problem based on existing reality. The data collection techniques used involved interviews, observation and documentation. In interviews, researchers asked structured and unstructured questions to informants consisting of Telkomsel employees, partners and customers in Bengkulu. Observations were carried out in a participatory and non-participatory manner with an open approach, where researchers monitored personal behavior directly in their daily activities. Meanwhile, documentation in the form of photos, documents and organizational records was also used to strengthen the validity of the research. Apart from collecting primary data, researchers also utilize secondary data such as relevant documents and additional information from various sources. Triangulation techniques are applied to verify the validity of the data through interviews,

observation and documentation, ensuring that the data obtained is valid and can be accounted for. Data analysis is carried out through various stages, from collection to interpretation of research results. In this research, data is analyzed descriptively to describe the social situation and condition of the object under study. Researchers use inductive analysis methods with a focus on collecting data that continues to develop based on field findings. Data that has been categorized and compared is analyzed in depth to find relationships between categories, which are then developed into valid conclusions. To support the validity of research results, data triangulation techniques were used by integrating data from interviews, observation and documentation. The results of this analysis aim to provide comprehensive and reliable information in answering the problem formulation raised in this research.

Results and Discussion

This research examines the implementation of Veronika as a customer communication solution in Bengkulu, an area with diverse digital literacy challenges and network infrastructure. Within the framework of communication network theory, Veronika acts as a central node that accelerates the flow of information and creates symmetrical two-way relationships, thereby increasing customer trust in Telkomsel. From the perspective of technological determinism, Veronika reflects the transformation of customer interactions towards AI-based communication patterns, while introducing global trends into customers' local culture. Even though it is faced with challenges such as limited technology and network infrastructure, Veronika offers opportunities for operational efficiency, improving customer experience, and strengthening Telkomsel's digital transformation as an innovation leader in the telecommunications industry.

1. Research Informant

This research involved ten informants consisting of seven external informants and three internal informants with diverse backgrounds. External informants include Telkomsel customers such as:

- a. Head of the Bengkulu Province Hajj Information Center Service
- b. Head of BKKBN Section
- c. Head of General Affairs and Head of IT Bapenda Bengkulu
- d. Head of ICT, Bengkulu Regional Police
- e. Head of Communications and Information Office of Muko-Muko Regency, as well as;
- f. An entrepreneur.

Meanwhile, internal informants include:

- a. Vice President Area Account Management
- b. Customer Service Supervisor
- c. Telkomsel Bengkulu Household Branch Manager

Data collection was carried out through in-depth interviews with all informants to explore their views regarding the implementation and effectiveness of Veronika in meeting customer needs. External informants provide a perspective from the service user's side, highlighting aspects of speed, efficiency and ease of access to information, while internal informants share experiences related to the management and development of Veronika services. The interview results were analyzed to identify challenges and opportunities in utilizing AI in Telkomsel's communications strategy.

The data obtained is expected to contribute to further understanding of the application of AI technology in the telecommunications industry. The interview results show that Veronika, as an AI-based digital assistant, is considered to provide significant ease of access to information for Telkomsel customers. External informants, such as the

Head of the Bengkulu Province Hajj Information Center Service and the Head of the Bengkulu Police ICT Division, said that this service helps improve communication efficiency, especially in accessing basic information such as promos and internet quotas. However, several informants also highlighted Veronika's limitations in understanding more complex questions.

This was of particular concern to the Bengkulu Bapenda Head of IT, who suggested developing technology to improve the context analysis capabilities of this system. On the other hand, interviews with internal informants revealed that Veronika plays a strategic role in improving customer experience. The Customer Service Supervisor and Household Manager of the Bengkulu Branch appreciated Veronika for being able to reduce the burden on conventional customer service, allowing for faster responses to customers. However, they also noted the need for further education of customers to maximize the use of this service. Overall, the results of this interview show that although Veronika has made a positive contribution to Telkomsel customer service, there is room for further development, especially in increasing system intelligence and outreach to users.

2. Veronika's Understanding Of Artificial Intelligence (AI)

Telkomsel has been developing applications for a long time MyTelkomsel to support services to its customers, which is now equipped with an artificial intelligence (AI)-based virtual assistant called Veronika. By utilizing technology Natural Language Processing (NLP), Veronika is able to understand customer needs through text and provide fast and relevant responses. Veronika's functions include various services, such as checking quotas, purchasing data packages, topping up credit, and answering general questions. Based on interviews with ten informants from various backgrounds, the majority stated that Veronika made it easier to access customer service without time and location restrictions. Internal informants from Telkomsel view Veronika as an innovative strategy that supports digital transformation, while external informants, such as customers and public stakeholders, highlight the efficiency and convenience provided by this service. However, several informants highlighted room for improvement, such as increasing Veronika's ability to understand specific questions and the need to educate customers to better understand its function. This is supported by data showing positive reception of the application MyTelkomsel, with a rating of 4.4 on the Google Play Store and 4.7 on the Apple App Store. These differences reflect varying user experiences, highlighting the importance of continuous innovation to ensure features match customer needs. With an effective AI-based communication strategy, Telkomsel has a great opportunity to increase customer loyalty and strengthen its position in the telecommunications industry.

3. Veronika Accessibility for Telkomsel Customers

Veronika's service is designed to provide accessibility for all Telkomsel customers, both prepaid and postpaid users, as long as the customer has an active Telkomsel number and access to the internet. Veronika is available on various digital platforms, including the MyTelkomsel application, WhatsApp, LINE, Facebook, Messenger and the official Telkomsel website. This convenience ensures that services can be accessed flexibly by customers from various segments. Based on interviews, the majority of informants considered that Veronika was very helpful in meeting customer needs, such as purchasing quotas, checking credit balances, or other service information. In fact, additional features such as voice technology further increase the ease of customer interaction with Veronika, as expressed by several informants who called this feature a

modern solution that is relevant to current customer needs. However, even though this service is considered effective, several challenges still need to be overcome. Technical obstacles, such as connection problems or lack of accuracy in understanding customer questions, were concerns expressed by several informants. Apart from that, the low level of customer awareness of the existence and function of Veronika shows the need for increased outreach and education. The results of this research show that Veronika has great potential to support Telkomsel's business communication strategy, especially through the MyTelkomsel application which is the main platform. By overcoming technical obstacles and improving service promotions, Telkomsel can maximize Veronika's potential to increase customer satisfaction and loyalty in a sustainable manner.

Apart from that, based on interviews with several informants, it appears that the intuitive MyTelkomsel application interface also supports customers' positive experience in using Veronika. Customers can easily find main features, such as topping up credit, purchasing quotas, and other information services, through simple navigation. In fact, for customers who are less familiar with technology, Veronika provides a step-by-step guide that makes the interaction process easier. However, some customers also mentioned the need for increased personalization in Veronika's services to make them more relevant to their specific needs. Thus, further development, such as integrating customer data to provide more precise recommendations, could be a strategic step for Telkomsel to strengthen Veronika's position as a reliable virtual assistant.

4. Background and Creation Time of Veronika

Veronika, which began development in 2018 and was officially launched in early 2019, is part of Telkomsel's digital transformation. The development process involves various stages of testing and evaluation to ensure that the service meets customer needs. A number of parties within Telkomsel highlighted that the main aim of creating Veronika was to increase customer service efficiency and reduce the operational burden of the call center. Mr. Nyoman Adiyasa, Vice President Area Account Management, revealed that Veronika aims to provide fast solutions to customers, reduce operational expenses by up to 40%, and provide more focus on handling complex cases.

Apart from that, Mr. Julian Fathani, Manager of Household Branch Bengkulu, also emphasized the efficiency that Veronika brings, which allows customer service to run more smoothly. The creation of Veronika was also driven by the digitalization trend and the need for time flexibility. Many customers want solutions outside of conventional working hours, and Veronika is here to meet those needs. This is also supported by the opinion of Mr. Ryan, Head of General Affairs of the Bengkulu Bapenda, who explained that 24/7 service is one of Veronika's advantages. In addition, customer data security is an important consideration in Veronika's development.

Police Commissioner Rio Marbun, Head of ICT, Bengkulu Regional Police, emphasized that the automation carried out by Veronika is more structured, maintaining better security of customer information. With the various benefits presented, Veronika not only simplifies the service process but also optimizes operational efficiency and security in AI-based services. Apart from efficiency and time flexibility, Veronika is also designed to overcome the challenges faced by Telkomsel in providing fast and precise customer service. According to Mr. Agus Harvinda, Head of the District Communications and Information Office. Muko-Muko, Veronika shows a clear vision in developing technology, not only efficient, but also innovative in providing solutions for customers. The creation of Veronika reflects Telkomsel's commitment to continue to innovate by utilizing AI technology, which not only answers customer needs in the digital era, but also provides a better service experience. By involving various parties in the development

process, Veronika has become a concrete manifestation of Telkomsel's efforts to improve service quality through technology that is adaptive and responsive to developing customer needs.

5. The Influence of Business Communication Strategy

Veronika has had a significant impact on Telkomsel's business communications by improving responsiveness, efficiency and customer experience. Since its launch, Veronika has managed to reduce call center operational burden by up to 40%, allowing human agents to focus more on more complex cases. This was expressed by Mr. Julian Fathani, Manager of Household Branch Bengkulu, who highlighted that Veronika also allows Telkomsel to handle more customer requests simultaneously. This success is also supported by other parties such as Mrs. Elfidas (Head of the BKKBN Section), who stated that Veronika had reduced the workload of human customer service.

Apart from that, from the customer side, Veronika has increased communication efficiency, providing easy access to information at any time, even outside working hours, as explained by Mr Ryan (Head of General Affairs of the Bengkulu Bapenda). Veronika's advantages lie not only in efficiency and time flexibility, but also in terms of personalization of services. Mr. Surya Hadi, Telkomsel Customer Service Supervisor, stated that Veronika enables real-time communication with customers, providing a more personalized experience. This is especially important in the context of digitalization, where customers want services that are faster and tailored to their needs.

Apart from that, the use of AI technology in Veronika also helps increase the consistency of the information provided, as well as ensuring the security of customer data, as stated by Police Commissioner Rio Marbun, Head of ICT, Bengkulu Police. Veronika is also a solution to meet communication challenges in the digital era, according to what was conveyed by Mr. Agus Harvinda (Head of Communications and Information, Muko-Muko Regency), who stated that this service is very relevant to customer needs in the digital era. From an internal perspective, Telkomsel employees feel many benefits from having Veronika.

Mr Nyoman Adiyasa, VP Area Account Management Telkomsel, revealed that Veronika not only improves customer experience but also helps maintain long-term relationships with customers. Mr. Julian Fathani and Mr. Surya Hadi added that Veronika provides an opportunity for Telkomsel to reach more customers in a more efficient and innovative way. Overall, the formation of Veronika has had a positive impact on Telkomsel's business communications strategy, by increasing operational efficiency, service responsiveness and customer satisfaction. The application of AI technology in Veronika also supports personalization of services, increases interaction with customers, and provides easy access to information, which is increasingly relevant to customer needs in the digital era.

6. Challenges And Room For Improvement

Veronika, even though it provides many benefits for Telkomsel in improving business communications, challenges still remain. Based on the results of the interview, several challenges faced regarding using Veronika include a lack of customer understanding of how to use it, as well as technical obstacles such as network problems and inappropriate interpretation of customer questions. Mr. Sartoni, Head of the Bengkulu Province Hajj Information Center Service, said that more intensive outreach is needed so that customers can make optimal use of this service. In addition, some customers also prefer to interact with humans, which shows the need to consider hybrid services, as stated by Mr. Eku, an entrepreneur.

Another challenge faced by Telkomsel is how to ensure Veronika can adapt to customers' evolving needs. Mr. Ryan, Head of General Affairs of the Bengkulu Bapenda, emphasized the importance of regular technology updates so that Veronika remains relevant. Mr. Teddy, Head of IT at Bapenda Bengkulu, also reminded that the integration of customer data with AI needs to be improved to provide more personalized and relevant answers. Apart from that, issues related to customer data security also need to be taken seriously, as stated by Police Commissioner Rio Marbun, Head of ICT, Bengkulu Police. Another challenge is the limited network infrastructure in certain areas, which makes it difficult for customers with unstable internet connections to access Veronika.

As several interviewees explained, there is significant room for improvement. Mr. Nyoman Adiyasa, VP Area Account Manager Telkomsel, suggested regular improvements to Veronika's AI and analysis of customer data for further improvements. Apart from that, Mr. Julian Fathani, Manager of Household Branch Bengkulu, emphasized the importance of increasing promotions and educational campaigns to increase customer understanding and trust in Veronika. Apart from that, Telkomsel continues to try to provide solutions to technical problems, as seen in their efforts to ensure customers can still access Veronika services via the official website.

In this context, AI development and customer education are the keys to ensuring that Veronika can continue to develop and meet customer needs in the digital era. Recent studies have highlighted the increasing adoption of AI-driven customer service solutions across various industries. Research by Lee and Shin (2023) explores how AI-powered chatbots in telecommunications enhance user experience and reduce operational costs, similar to Veronika's role in Telkomsel. Additionally, Smith et al., (2022) examined AI customer service implementations in Western markets, particularly in companies like AT&T and Vodafone, which have integrated virtual assistants to improve response times and personalization. These studies emphasize the growing reliance on Natural Language Processing (NLP) and machine learning algorithms to create more interactive and responsive customer experiences. Compared to global counterparts, Veronika's adaptation to the Indonesian digital landscape reflects a unique case of localized AI implementation, where challenges such as varying levels of digital literacy and network infrastructure limitations influence customer adoption. Despite the advancements in AI-based customer service, gaps remain in the literature, particularly in understanding how AI adapts to regional markets with different levels of technological readiness.

Many studies focus on AI adoption in developed markets, leaving a gap in research on emerging economies like Indonesia, where AI adoption faces distinct challenges. This study fills that gap by analyzing Veronika's effectiveness, user satisfaction, and limitations within a localized market, providing insights that can inform AI-driven customer service strategies in similar regions. Future research should explore comparative analyses between AI systems in developing and developed economies, focusing on the interplay between cultural, technological, and infrastructural factors affecting AI adoption.

7. Veronica's Artificial Intelligence (AI) Business Communication Strategy as My Telkomsel Customer Service (Case Study of Telkomsel Customers in Bengkulu)

This research is motivated by the phenomenon of digital transformation in the telecommunications industry, which forces companies to adopt new technology to meet increasingly complex customer needs. Along with increasing dependence on digital technology, Telkomsel introduced Veronika, an innovation based on Artificial Intelligence (AI) which aims to provide fast, responsive and efficient customer service. Veronika allows customers to access various information related to Telkomsel services,

such as checking quotas, paying bills and activating packages, without having to speak directly to a customer service officer. In this way, Veronika becomes an effective communication tool for Telkomsel in reaching customers widely, with the support of advanced technology that offers easy access and automatic response. As part of her business communications strategy, Veronika uses Natural Language Processing (NLP) technology to understand and respond to customer requests automatically. Mr. Nyoman Adiyasa (Vice President Area Account Manager Telkomsel) explained that Veronika can be accessed via various platforms, such as the My Telkomsel application, WhatsApp and Facebook, Messenger, thus providing flexibility for customers in interacting with Telkomsel services.

Apart from that, Mr. Surya, Customer Service Supervisor, added that this easy access allows Telkomsel services to be more practical and efficient. Veronika began to be developed in 2018 and was officially launched in early 2019, with the main aim of reducing call center operational burdens and increasing customer service efficiency, as stated by Mr. Julian Fathani (Bengkulu Household Branch Manager). This strategic step also received appreciation from Mr. Agus Harvinda (Head of Communications and Information, Muko-Muko Regency), who stated that Veronika reflects Telkomsel's maturity in designing technology-based solutions to remain competitive amidst increasingly fierce competition. In the context of communication strategy, Veronika functions as the main liaison between customers and Telkomsel through various digital platforms, reflecting Telkomsel's efforts to meet customer needs which are increasingly shifting towards digitalization. With fast responses and services available 24/7, Veronika makes it easy for customers to resolve their problems without being hampered by time or location. The impact of Veronika's implementation on Telkomsel's business communications is very significant. Mr. Edra (Vice President Corporate Strategy Innovation Telkomsel) revealed that Veronika had succeeded in increasing service efficiency by up to 40% and speeding up customer response time.

However, several informants such as Mr. Sartoni (Head of the Bengkulu Hajj Information Center) and Mr. Elfidas (Head of the BKKN Section) noted that Veronika still had limitations in understanding the context of complex conversations, which sometimes required interaction with human services. This shows that although AI technology can improve efficiency, the role of humans remains important in providing more personalized and specific solutions to more complex questions. Overall, it can be concluded that the business communication strategy implemented through Veronika reflects Telkomsel's success in utilizing technology to improve customer experience.

Communication network theory explains how Veronika strengthens customer relationships with Telkomsel, while the theories of technological determinism and cultural imperialism describe how this technology shapes customer behavior and influences local culture in communication. By overcoming existing challenges and continuing to innovate, Veronika can become a role model in technology-based communications strategies in the telecommunications industry, creating better and more efficient customer experiences in the future.

8. The Influence of Veronica's Artificial Intelligence (AI) Innovation Communication Strategy as My Telkomsel Customer Service (Case Study of Telkomsel Customers in Bengkulu)

The business communication strategy implemented by Telkomsel through the use of Artificial Intelligence (AI) Veronika has had a significant impact on the company's relationship with its customers, especially in Bengkulu. Veronika is a technology-based innovation that replaces most of the roles of conventional customer service by providing

easy digital access to information. As an AI-based customer service, Veronika is designed to increase Telkomsel's operational efficiency while improving customer experience through personalization of service and fast response.

The results of interviews with various informants show that Veronika provides significant efficiency, makes it easier for customers to access information without having to wait long, and reflects the convenience desired by modern customers. On the other hand, even though Veronika has had a positive impact, there are several challenges that must be faced. One of the main challenges is the limited ability of AI to understand complex conversational contexts. This often results in less relevant answers, potentially reducing customer satisfaction. Apart from that, the varying levels of digital literacy among Telkomsel customers in Bengkulu is an obstacle to maximizing the adoption of this technology.

Uneven network infrastructure in several areas also limits customer access to Veronika, even though this service is designed for flexibility and convenience. Mr. Police Commissioner Rio Marbun also emphasized the importance of maintaining data security in every interaction with Veronika so that customer trust is maintained. However, despite the challenges, the positive impact of this communication strategy is significant. Veronika increases Telkomsel's operational efficiency by reducing the manual workload in the call center. This service also accelerates customer digital transformation by providing a more personalized experience through user data analysis.

The implementation of Veronika as Telkomsel's AI-driven virtual assistant has significantly improved customer service efficiency. Findings indicate that Veronika has helped reduce call center workload by 40%, allowing human agents to focus on complex inquiries. Additionally, response times have improved, with automated responses processed within seconds, compared to several minutes for human agents. Customers also benefit from Veronika's availability on multiple platforms, including MyTelkomsel, WhatsApp, and Facebook Messenger, increasing accessibility and flexibility.

Table 1. Comparison of Response Time and Call Center Workload Before and After Veronika Implementation.

Metric	Before Veronika	After Veronica
Average Response Time	5-10 minutes	< 30 seconds
Call Center Load Reduction	-	40% less workload
Customer Satisfaction ncrease	-	30% improvement

To maximize Veronika's positive impact, Telkomsel needs to develop natural language processing capabilities so that Veronika can better understand complex conversational contexts. Customer education through interactive digital campaigns is also critical to increasing understanding and adoption of this technology. In addition, improving network infrastructure in areas with weak internet connections must be a top priority so that all customers can access this service without obstacles. Telkomsel's business communication strategy through Veronika shows that technology can be the main force in shaping modern communication patterns. Communication network theory describes how Veronika strengthens the relationship between customers and Telkomsel through efficient information flow. Technological determinism theory describes how technology shapes customer expectations and behavior, while cultural imperialism theory shows how global technology influences local communication cultures.

By overcoming existing challenges and continuing to innovate, Veronika has great potential to become a role model in technology-based business communication strategies in the telecommunications industry. Moreover, this study contributes to the existing literature by filling gaps related to AI adoption in emerging markets like

Indonesia, where regional digital literacy and infrastructure limitations present unique challenges. While previous research has largely focused on AI implementation in developed economies, this study emphasizes the contextual adaptation of AI in local markets, supporting insights from Ririh et al., (2020) on the importance of cultural and technological localization.

These findings underscore the importance of ongoing AI development to improve service personalization, contextual awareness, and hybrid AI-human customer support models. Based on the results of this research, it can be concluded that Veronika has a positive influence in supporting Telkomsel's business communication strategy. Even though there are still challenges in understanding the context of customer conversations, Telkomsel's efforts to continue improving Veronika's capabilities reflect the company's commitment to innovation and quality service. By strengthening personalization aspects and AI capabilities, Veronika can become a model for effective digital communication strategies in the telecommunications industry.

Conclusion

Based on the results of research and discussions that have been carried out, the results of the research show that the implementation of Artificial Intelligence (AI) Veronika by Telkomsel has had a significant positive impact on the company's business communication strategy. Veronika succeeded in increasing customer service efficiency by up to 40%, speeding up responses to customer needs, and reducing call center operational burdens. Customers can access this service easily through various digital platforms such as the My Telkomsel application and WhatsApp, which provides convenience and flexibility. In addition, Veronika's adaptation of global technology into a local context has succeeded in creating relevant services for Indonesian customers. This transformation supports social change and customer behavior, as explained in the Technological Determinism theory. Despite this, challenges remain in terms of service personalization and understanding complex conversational contexts, which require further development.

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